

# ORDER



Orders	Order / Rev:	48254	
	Alt Order #:	08843278	
	Product Desc:	HOUSE MAJORITY PAC	
	Estimate:	1548	
	Flight Dates:	10/02/12 - 10/15/12	Primary AE:
	Original Date / Rev:	08/09/12 / 08/09/12	Sales Office:
	Order Type:	CIA - O	Sales Region:
Agency	Name:	Waterfront Strategies	
	Buying Contact:		
	Billing Contact:		
	1010 Wisconsin Avenue, Suite 800	Billing Type:	Cash
	Washington, DC 20007	Billing Calendar:	Broadcast
		Billing Cycle:	EOM/EOC
		Agency Commission:	15%
Advertiser	Name:	House Majority PAC	
	Demographic:	A35+	
	Product Codes:	Issues/Propositions	
	Priority:	P-1	
	Revenue Codes:	AGY, POL-ISS, GEN	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/15/12	48	\$56,030.00	\$47,625.50	October 2012	48	\$56,030.00	\$47,625.50	0.00
					Totals	48	\$56,030.00	\$47,625.50	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share		Share	Total
KTVX-TV		21%	\$56,030.00
Market		100%	\$266,809.52

Competitive Share		Share	Total
CABLE		0%	\$0.00
KBYU		0%	\$0.00
KJZZ		0%	\$0.00
KMYU		0%	\$0.00
KSL		29%	\$77,374.76
KSTU		26%	\$69,370.48
KUCW		2%	\$5,336.19
KUED		0%	\$0.00
KUPX		0%	\$0.00
KUTV		19%	\$50,693.81
UNKWN		3%	\$8,004.29

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	KTVX	10/02/12	10/12/12	Good Morning America	CM	7:00 AM	- 9:00 AM	- TWTF--	:30	1	\$300.00	P-1	0.00	NM	2	\$600.00
GOOD MORNING AMERICA																
		Start Date	End Date	Weekdays		Spots/Week		Rate		Rating						
		Week: 10/01/12	10/07/12	-TWTF--		1	\$300.00	0.00								
		Week: 10/08/12	10/14/12	-TWTF--		1	\$300.00	0.00								
E 2	KTVX	10/02/12	10/12/12		CM	9:00 AM	- 10:00 AM	- TWTF--	:30	3	\$200.00	P-1	0.00	NM	6	\$1,200.00

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KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9a-10a M-F 9a-10a										
				THE DOCTORS										
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
				Week: 10/01/12	10/07/12	- TWTF --	3	\$200.00	0.00					
				Week: 10/08/12	10/14/12	- TWTF --	3	\$200.00	0.00					
E 3	KTVX	10/07/12	10/14/12	This Week		CM	10:00 AM-11:00 AM-----S	:30	2	\$250.00	P-1	0.00	NM	4 \$1,000.00
				THIS WEEK			(10:00 AM-11:00 AM)							
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
				Week: 10/01/12	10/07/12	-----S	2	\$250.00	0.00					
				Week: 10/08/12	10/14/12	-----S	2	\$250.00	0.00					
E 4	KTVX	10/02/12	10/12/12	M-F 11a-12p M-F 11a-12p		CM	11:00 AM-12:00 PM- 1111--	:30	4	\$300.00	P-1	0.00	NM	8 \$2,400.00
				THE VIEW										
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
				Week: 10/01/12	10/07/12	- 1111--	4	\$300.00	0.00					
				Week: 10/08/12	10/14/12	- 1111--	4	\$300.00	0.00					
E 5	KTVX	10/02/12	10/12/12	M-F 3p-4p M-F 3p-4p		CM	3:00 PM-4:00 PM - TWTF--	:30	3	\$400.00	P-1	0.00	NM	6 \$2,400.00
				ELLEN										
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
				Week: 10/01/12	10/07/12	- TWTF--	3	\$400.00	0.00					
				Week: 10/08/12	10/14/12	- TWTF--	3	\$400.00	0.00					
E 6	KTVX	10/07/12	10/14/12	SUN ABC4 News @ 5p CM SUN ABC4 News @ 5p		CM	5:00 PM-5:30 PM -----S	:30	2	\$400.00	P-1	0.00	NM	4 \$1,600.00
				ABC4 NEWS-5P SUN										
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
				Week: 10/01/12	10/07/12	-----S	2	\$400.00	0.00					
				Week: 10/08/12	10/14/12	-----S	2	\$400.00	0.00					
E 7	KTVX	10/08/12	10/15/12	Mon Spec Dancing w/Stars		CM	7:00 PM-9:00 PM M----- (7:00 PM-9:00 PM)	:30	1	\$7,000.00	P-1	0.00	NM	2 \$14,000.00
				DANCING WITH THE STARS										
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
				Week: 10/08/12	10/14/12	M-----	1	\$7,000.00	0.00					
				Week: 10/15/12	10/21/12	M-----	1	\$7,000.00	0.00					
E 8	KTVX	10/02/12	10/09/12	Tue Reg 2 Happy Endings/Apt.23		CM	8:00 PM-9:00 PM - T-----	:30	1	\$5,000.00	P-1	0.00	NM	2 \$10,000.00
				HAPPY ENDINGS/APT. 23										
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
				Week: 10/01/12	10/07/12	-T-----	1	\$5,000.00	0.00					
				Week: 10/08/12	10/14/12	-T-----	1	\$5,000.00	0.00					
E 9	KTVX	10/08/12	10/15/12	Mon Reg 3 Castle 9-10p		CM	9:00 PM-10:00 PMM-----	:30	1	\$9,000.00	P-1	0.00	NM	2 \$18,000.00
				CASTLE										
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
				Week: 10/08/12	10/14/12	M-----	1	\$9,000.00	0.00					
				Week: 10/15/12	10/21/12	M-----	1	\$9,000.00	0.00					
E 10	KTVX	10/02/12	10/12/12	ABC4 News at 10pm M-EM M-F 10p-1036p		CM	10:00 PM-10:35 PM- TWTF--	:30	1	\$900.00	P-1	0.00	NM	2 \$1,800.00
				ABC 4 NEWS AT 10PM										
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
				Week: 10/01/12	10/07/12	- TWTF--	1	\$900.00	0.00					
				Week: 10/08/12	10/14/12	- TWTF--	1	\$900.00	0.00					
E 11	KTVX	10/02/12	10/12/12	Nightline M-F 1036p-1103p		CM	10:35 PM-11:05 PM- TWTF--	:30	2	\$400.00	P-1	0.00	NM	4 \$1,600.00
				NIGHTLINE										
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
				Week: 10/01/12	10/07/12	- TWTF--	2	\$400.00	0.00					
				Week: 10/08/12	10/14/12	- TWTF--	2	\$400.00	0.00					
E 12	KTVX	10/02/12	10/12/12	M-F 11p-1130p M-F 1103p-1133p		CM	11:05 PM-11:35 PM- TWTF--	:30	1	\$215.00	P-1	0.00	NM	2 \$430.00

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KTVX-TV

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ACCESS HOLLYWOOD																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>								
		Week: 10/01/12	10/07/12	- TWTF--			1	\$215.00	0.00								
		Week: 10/08/12	10/14/12	- TWTF--			1	\$215.00	0.00								
E 13	KTVX	10/08/12	10/15/12	M-F 9a-10a		CM	9:00 AM-10:00 AM	MM-----	:30	1	\$200.00	P-1	0.00	NM	2	\$400.00	
M-F 9a-10a																	
THE DOCTORS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>								
		Week: 10/08/12	10/14/12	M-----			1	\$200.00	0.00								
		Week: 10/15/12	10/21/12	M-----			1	\$200.00	0.00								
E 14	KTVX	10/08/12	10/15/12	M-F 11a-12p		CM	11:00 AM-12:00 PM	PM-----	:30	1	\$300.00	P-1	0.00	NM	2	\$600.00	
M-F 11a-12p																	
THE VIEW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>								
		Week: 10/08/12	10/14/12	M-----			1	\$300.00	0.00								
		Week: 10/15/12	10/21/12	M-----			1	\$300.00	0.00								
															Totals	48 \$56,030.00	